Promotion of tourism sector

695. SHRI M.V. MYSURA REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that due to globalization the Department of Tourism is meant not only ITDC but also entire tourism sector;

(b) if so, whether there is any proposal under Government's consideration to change the Department of Tourism to be taken on itself the role of promoting tourism; and

(c) if so, the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Ministry of Tourism is a nodal agency for the formulation of policies and programmes and for the coordination of various tourism activities for the overall development and promotion of tourism in the country. ITDC is a public sector undertakeing providing tourism package including accommodaton, travel related services, event management, publicity, consultancy etc.

Promotion of tourism

†696. MISS ANUSUIYA UIKEY: Will the Minister of TOURISM be pleased to state:

(a) whether new tourism campaigns have been included in domestic tourism industry for promotion of tourism;

(b) if so, the details of such tourism campaigns;

(c) whether any steps have been taken to make hilly areas as rubbish-free; and

(d) if so, the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. The domestic campaign has been launched throughout the country in the print, electronic and online media. The campaign aims at

†Original notice of the question was received in Hindi.

boosting domestic travel to different destinations and also highlighting tourism attractions such as a Adventure Wildlife, Yoga, Rural Tourism etc.

(c) and (d) Yes, Sir. A Sqcial Awareness Campaign against Graffiti and Garbage around monuments has been launched throughout the country.

Identification of new tourist spots

697. SHRI N.R. GOVINDARAJAR: Will the Minister of TOURISM be pleased to state:

(a) whether Government plans to regenerate tourism as viable activity and a revenue earner for both public and private sectors;

(b) if so, the details thereof;

(c) whether Government propose to identify more tourist spots in the country and to promote them abroad; and

(cl) if so, the details of the tourist spots identified, State-wise ar\d steps taken by Government to develop the same?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) The existing Tourism Policy of the Government already recognizes tourism as a major engine of economic growth, income creation and employment generation in the country both in the public and private sector. The schemes of the Government have been designed to achieve these broad policy objectives and thus increasing revenue through increased tourist arrivals.

(c) and (d) The Ministry of Tourism identifies and prioritizes projects for development of infrastructure in tourist destinations/circuits in States/ UTs in consultation with them every year. In order to develop these projects, the Mmisry of Tourism extends Central Financial Assistance to States/ UTs concerned based on the detailed proposals received from them. The State-wise such tourism infrastructure projects prioritized for the year 2006-07 are given in Statement-I (See below). The State-wise Central Financial Assistance sanctioned and released for the projects during the current financial year based on the proposals received is given in Statement-ll (See below). The promotion of India tourism abroad is an on-going activity which is being achieved by an effective modern and competitive marketing strategy through electronic, print, press, and other media to position India as a unique destination in the international market.